

## Washington State First Steps Tobacco Cessation Pilots Overview

### August 2001

The Washington State Department of Health Maternal and Infant Health Program collaborated with the DOH Tobacco Prevention and Control Program, the Medical Assistance Administration of the Department of Social and Health Services, WIC, First Steps Providers, and the American Cancer Society to conduct a First Steps pilot on smoking cessation and environmental tobacco exposure prevention interventions in nine communities statewide.

The goal of this performance measure project is to enhance the capacity and skills of Maternity Support Services providers to work toward accomplishing the following objectives:

1. Increase cessation of tobacco use in pregnancy;
2. If cessation is not attainable, decrease tobacco use in pregnancy (harm reduction);
3. Provide a transition for continued support; post-Maternity Support Services; and
4. Reduce fetal/pediatric exposure to second hand smoke.

A Tobacco Cessation Performance Measure Workgroup comprised of the state staff, First Steps providers, American Cancer Society and community organizations has directed the planning for the pilot project. An outcome of the pilot project will be to develop recommendations to the state for a tobacco cessation performance measure for all Maternity Support Services (MSS) agencies. In 1998, birth certificate data indicates nearly 11,000 women smoked during pregnancy and approximately 70 percent of these women were covered by Medicaid.

Pilot sites were based on agency interest and a high rate of maternal smoking among their First Steps clients. Enrollment of women in the pilot projects began in July 2000. Enrollment criteria were women receiving MSS who smoked within three months of conception, and had delivered in January and February of 2001. The project pilots used "Make Yours A Fresh Start Family" smoking cessation materials published and provided by the American Cancer Society. In the summer of 2001, recommendations for provision of tobacco cessation and secondhand smoke exposure counseling services by MSS providers will be developed. It is anticipated that statewide training of all MSS providers on motivational interviewing and the stages of change model for tobacco cessation will occur in the Spring of 2002.

The community pilot sites and area lead contact persons are:

- **Benton-Franklin Health District**, Sandy Owen (509) 943-2614
- **Clallam County Health District**, Rene Martinez (360) 565-2608
- **Colville Confederated Tribe**, Diane Mills (509) 722-7015
- **Cowlitz Consortium**, Lisa Loeb (360) 636-3892
- **Providence Sound Home Care** (Thurston, Lewis, and Mason Counties), Mary Brown (360) 493-4724
- **Spokane Holy Family Hospital**, Cathie Pitts (509) 482-2190
- **Snohomish Health District**, Carol Strandley (425) 712-0266
- **Tacoma-Pierce County Health Department**, Cheri Singleton (253) 582-7386
- **Yakima Valley Memorial Hospital**, Chris Schrantz (509) 575-8160

If you are interested in receiving further information about the pilot project or the Workgroup, please contact Kathi Lloyd (360/236-3552) [kathi.lloyd@doh.wa.gov](mailto:kathi.lloyd@doh.wa.gov) or Karen Krueger (360/236-3611) [karen.krueger@doh.wa.gov](mailto:karen.krueger@doh.wa.gov)